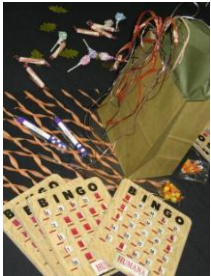


**Senior Day Out** is a cooperative effort by the Louisville Metro **TRIAD\*** and its community partners: Louisville Metro Government, Passport Health Plan, KIPDA, Jefferson County Sheriff's Office, and AARP Kentucky.



**Take home LOTS of information!**



**Plenty of Entertainment**

**\*TRIAD** is a coalition of representatives of senior groups, service providers and law enforcement. Meetings are held the 2<sup>nd</sup> Tuesday of the month to exchange information about safety, services and opportunities for seniors. Representatives of senior organizations are encouraged to attend and take back information to their peers. Monthly meetings with lunch provided by sponsors are open to the public. They are held at 11:30 AM at Swiss Hall, 710 Lynn Street, Louisville, KY 40217. There are no membership dues.

Call 574-5092 for more information.

***You're Invited!***

# **12<sup>th</sup> Annual Senior Day Out**

## **2012**

*Our Delightful  
Dozen*



**Tuesday, October 9, 2012**

**8:00 am to 1:30 pm**

Kentucky International  
Convention Center



TRIAD

**Louisville Metro TRIAD**

*Law Enforcement and Seniors Working Together*

<http://www.louisvilleky.gov/CSR/OADC>

## Senior Day Out is Louisville's Premier Event for Seniors!

### Here's how you can benefit:

- ❖ **CHOICES:** There are many ways and levels to be involved with this event. Participation earns you prime access to seniors and service providers, giving you a marketing edge. Early sponsors get months of pre-event, repetitive PR exposure!
- ❖ **VOLUME:** This is the largest senior expo in the region. Last year, over 1,700 adults 50+ attended from 75 zip codes in a 50 mile radius, and we expect this number to grow. Attendees are eager to visit with participating organizations and learn more about aging-related health and wellness, hobbies, retirement, living options and more!
- ❖ **PUBLIC IMAGE:** This is truly a community initiative that provides seniors the opportunity to not only become familiar with your company and services, but allows them to talk face to face with your company representative and make that important personal connection.

### Here's how you can participate:

#### **OPTION 1... Be a Sponsor**

##### **\$5,000 Platinum Sponsorship**

- TOP billing in pre-event PR
- Listed as "Platinum" in event program
- Your logo on event signage on site
- Special "live" promo during the event
- Deluxe 8' skirted table in the separate sponsor section
- Your banner above the stage

##### **\$2,500 Gold Sponsorship**

- Listed on pre-event PR
- Listed as "Gold" in event program
- "Live" promo during program
- Listed on event signage on site
- Deluxe 8' skirted table in the separate sponsor section

##### **\$1,000 Silver Sponsorship**

- Listed in pre-event PR
- Listed as "Silver" in event program
- Listed on event signage on site
- Deluxe 8' skirted table in the separate sponsor section

##### **\$500 Bronze Sponsorship**

- Listed as "Bronze" sponsor on event program
- Listed on event signage on site
- Deluxe 8' skirted table in the separate sponsor section

##### **\$100 Water Cooler Station Sponsorships (8 available)**

- Listed in event program and signage at the station

#### **OPTION 2... Be an Exhibitor**

Communicate with an engaged and interested crowd of attendees! Tell your story, share your products and introduce your people! Last year, attendees told us they learned more about Louisville resources and agreed the exhibitors' booths were valuable.

##### **EARLY BIRD SPECIAL** (register by June 15, 2012)

Not for Profit - \$50 (regular \$75) and a door prize valued at \$25

For Profit - \$300 (regular \$350) and a door prize valued at \$25

#### **OPTION 3... Be a Health Screener**

Help seniors get screened and get healthy! A majority of attendees last year accessed at least one screening. We do not duplicate screenings so make your reservations today to assure that you can offer your screening of choice!

***Don't delay!*** Be a part of this multi-county metro Louisville event for our seniors.

**Contact Cindy Venable at 574-5092 today!**

**[cindy.venable@louisvilleky.gov](mailto:cindy.venable@louisvilleky.gov)**

***Photos taken at the event may be used for promotional purposes.***

